

# **Exhibitor/Sponsorship Package**









## **Welcome/Exhibit Hall Floor Plan**

Dear Exhibitor/Sponsor,

The 2007 Great Lakes Homeland Security Training Conference & Expo is scheduled for May 8-11 at DeVos Place, Grand Rapids, Michigan.

This year, we are expanding our conference through a partnership with the Michigan Department of Community Health, Office of Public Health Preparedness; the Michigan Emergency Management Association; and the Federal Bureau of Investigation. By bringing these organizations together under one roof, attendees will benefit from cost effective, crossover training opportunities on timely and important homeland security and emergency preparedness topics.

Homeland security and emergency preparedness continues to be a priority throughout our state and across our country. This conference will bring together over 1,800 public officials, education representatives, public health professionals, and emergency responders from various disciplines, each looking for the tools needed to detect, prevent and protect their communities from disasters, both man made and natural.

If your company is looking to showcase homeland security/emergency preparedness related products and services, this is the place to be! You will be provided with an excellent opportunity to connect with and build long-term relationships with key decision makers from across the state and region. Your experience, knowledge and expertise is needed to continue building a sustainable preparedness and response capability in our state. Your support is vital to the success of this event, so even if you cannot attend the conference this year, sponsorships and advertising opportunities are available to market your services and enhance your visibility.

We look forward to seeing you at the conference. If you have any questions or concerns, please contact Colleen Mohr at 517-336-6464 or mohrc@michigan.gov or Wendy Galbreath at 517-336-2686 or galbreathw@michigan.gov.



#### **Exhibit Application** Company Name: Contact Person: Address: Zip: City/State: Fax: ( Phone: ( Web Site: Email: Booth Sign Should Read: Third: First: Second: **Booth Choices** NOTE: Registering by March 16, 2007 will guarantee a listing in all conference programming. Space Options (Do NOT include carpeting or electrical hookups) # of Spaces Prior to 3/16 After 3/16 Total 10x10 Spaces (includes draping, one 8 foot table, 2 chairs, 1 wastebasket) \$ \$ 550 \$ 650 (includes draping, one 8 foot table, 2 \$ 20x30 Spaces chairs, 1 wastebasket)

### 20x50 Spaces (includes one 8 foot table, 2 chairs, 1 wastebasket) Full payment is due with completed application.

Booth Representatives (please read carefully): One (1) representative is included with your application fee (includes admission to workshops, breaks and all provided meals). Additional badges for representatives are \$10 each (includes access to exhibit hall only - does not include workshop admission or meals). If additional representatives wish to attend workshops with meals, they must complete a registration form and pay the registration fee. Meals only (no workshops) are available for purchase for \$125 (includes Tuesday D. Wednesday B-L-D. Thursday B-L). Meals must be purchased no later than Friday, April 27. On site meal purchases will not be available.

(Print name as you want it to appear on badge)

(no charge) Booth Representative #1: Booth Representative #2: \$10 Booth Representative #3: \$10 Booth Representative #4: \$10

TOTAL (space options plus additional booth reps) \$

\$ 750

\$ 850

\$ 850

\$ 950

\$

Cancellation Policy - after March 16 (before April 2) - 50% refund. There will be NO refunds or cancellations after April 2, 2007. There will be **NO** staffing substitutes allowed after Friday, April 27. If substitutions are needed, they will be completed and paid for on site (at set-up) with a fee of \$20.

**Application Process:** To tentatively reserve your space, please fax your application, signed Exhibit Agreement Form and copy of payment (check) to Colleen Mohr at 517-336-6482. Spaces are not considered reserved until the application, signed agreement form and payment are received in our office. Full payment is due with completed application. After faxing your application, mail the original exhibitor application, Exhibit Agreement Form and payment (checks payable to "Michigan" Chemistry Council") to: Michigan Chemistry Council

> PO Box 21013 Lansing, MI 48933

We cannot accept credit cards. Please refer questions to Colleen Mohr at 517-336-6464 (mohrc@michigan.gov) or Wendy Galbreath at 517-336-2686 (galbreathw@michigan.gov)

### **Exhibit Agreement**

**Exhibit Package:** The standard exhibit package for a 10x10 booth and 20x30 booth will include draped back walls (8 foot high) and side partitions (3 foot high), one 8 foot table, 2 chairs, and a waste basket. 20x50 spaces will be provided with one 8 foot table, 2 chairs and a waste basket. Electricity is purchased through Art Craft Display. Booth sharing is not permitted.

**Exhibit Hall Hours:** Tuesday, May 8 from 8:00 a.m. - 7:00 p.m. (dedicated exhibit time during registration 8 a.m. - 12:00 noon). Wednesday, May 9 (9:00 a.m. - 6:00 p.m.) Thursday, May 10 (9:00 a.m. - 4:00 p.m.) (teardown following afternoon break). All breaks will be located in the exhibit hall.

**Exhibit Set-up:** Exhibit set-up is scheduled for Monday, May 7 beginning at 4:00 p.m. Vehicle set-up begins at 6:00 p.m. and must be completed by 8:00 p.m. Due to security procedures, Tuesday morning move-in will NOT be allowed. If you need materials shipped, contact DeVos Place at 616-742-6600 for information.

**Exhibit Teardown:** Teardown is not allowed before 4:00 p.m. on Thursday, May 10 unless prior notification is given. Anyone leaving prior to 4:00 p.m. on Thursday without notification may not be allowed to exhibit at this conference in the future.

**Vehicle Displays:** Exhibitors wishing to display motor vehicles in the facility must abide by the following safety guidelines enforced by the local fire department and facility management: (1) battery cables must be disconnected (2) leads to the battery taped (3) gas caps must be taped or locked to the vehicle (4) there must be no more than one (1) gallon of fuel in the vehicle.

**Exhibit Security:** During normal conference activity hours, exhibitors are responsible for their merchandise. Facility security guards will be on site during those periods outside of the normal conference activity hours. The exhibit area will be secured and locked at the end of the scheduled activities throughout the conference period. Inspections by security staff and canine will be conducted during check-in, setup and throughout the conference. All boxes/cartons/cases must remain unlocked and accessible at all times.

**Cancellations/Refunds:** Cancellations after March 16, 2007 and before April 2, 2007 will be allowed with a 50% refund of fees. There will be no refunds or cancellations after April 2, 2007. There will be **NO** staffing substitutions allowed after Friday, April 27, 2007. If substitutions or additional representatives are needed, they will be completed on-site at check-in with a fee of \$20 payable at the time of registration.

**Service Information:** Artcraft Display is the official service contractor for the 2007 Great Lakes Homeland Security Training Conference & Expo exhibit hall. After registering to exhibit, you will receive an Artcraft packet of materials listing the services they provide, including electrical service. Please be sure to complete the form for the service you will need and return it to Artcraft as soon as possible, as there are higher service fees for on-site arrangements. **Internet access** is available through DeVos, but <u>you must arrange for access in advance</u> (forms included in Artcraft packet). **Lodging Arrangements:** Lodging arrangements are made directly with the Amway Grand Hotel at 800-253-3590. Please refer to "Homeland Security Conference" for the special rates of \$83 single and \$93 double occupancy, with 6% state tax and 7% lodging tax.

**Application Submittal:** Booth spaces must be paid in full at the time of application (including the signed application agreement). We cannot accept credit card payments. Checks must be made payable to "Michigan Chemistry Council" and submitted with the application and agreement. You will not be considered registered until the completed application, signed agreement form and full payment is received in our office.

**Door Prizes:** As an extra incentive for attendees to visit exhibitors, we will have an Exhibit Hall Door Prize Wheel. To help make this event a success, we are asking each exhibitor to donate one door prize (\$20 or more value) to be added to the wheel. Door prize winners will be directed to your booth for prize pickup. Please submit prize information at exhibitor check-in.

I have read and agree to all terms listed above and on the Exhibit Application.	
Name of Exhibiting Company:	
Exhibitor Signature:	
Title Da	te

### **Conference Sponsorships**

The success of this conference is due, in large part, to the support of our exhibitors. We appreciate your continued support to maintain the high quality of our programs, speakers and conference activities. If you would like to sponsor some of this year's conference activities, please indicate below and submit this form with a check (if applicable) payable to "Michigan Chemistry Council" to the address listed below. Sponsorships are available on a first come-first served basis. If you have any questions, please contact Colleen Mohr at 517-336-6464 or Wendy Galbreath at 517-336-2686. Sponsorships Registration Bag Items Advertising Space **Print Company Name** (as it would appear on signage and in the program) Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_ Contact Person \_\_\_\_\_\_ TX \_\_\_\_\_ Make check payable to "Michigan Chemistry Council" and remit with this completed form to: Michigan Chemistry Council, PO Box 21013, Lansing, MI 48933. You may fax a copy of sponsor form to Colleen Mohr at 517-336-6482. If applicable, email advertisement information to mohrc@michigan.gov (by March 30). Contact Colleen at 517-336-6464 with questions. **Items for Registration Bags** Highlighters Other Item (please indicate) Lanyards Pens ☐ 2,000 items ☐ 2,000 items ☐ 2,000 items 2,000 items Donated items for registration bags must be received in our office no later than Monday, April 9th. **Sponsorships Registration Bags** Coffee Break **Keynote Speakers \$ 1,500 \$ 500** \$ 2,000 Coupon Books (logo on cover) **Cyber Cafe** \$ 500 **\$ 1,000** Please Note: All sponsors will be recognized in the conference notebook and listed on signage throughout the exhibit hall and registration area. **Company Advertising Space** Advertising space is available in the conference notebook. All ads will be black and white. Please contact Colleen Mohr at 517-336-6464 for additional information on submittal of ad information. **Half Page Advertisement Business Card Advertisement** | | \$ 75 \$ 25 **Quarter Page Advertisement Full Page Advertisement** \$ 50 \$ 100



Michigan State Police Emergency Management & Homeland Security Division 4000 Collins Road Lansing, MI 48910